

Can teaching the principles of social marketing enhance the health promotion role of nurses?

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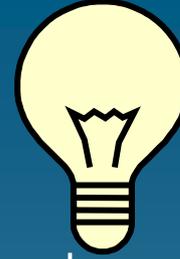
The issues



The health promotion role of nurses is paramount, however:

- Nurses can tend to prefer a medicalised approach
- Tension between 'promoting health' and 'curing the sick'
- Tension between creativity and concrete actions

Teaching social marketing



- Mini lecture
- Group work to consider situated example
- Feedback from groups
- Challenge inappropriate ideas, praise good
- Discussion of skills/knowledge and its use and application in practice

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Situated example



District Nurses,

‘use a social marketing approach to reduce the number of falls in the elderly related to wearing of inappropriate footwear.’

You can assume that there is access to people from the community and the necessary resources

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Guiding questions



- Who is your audience and how would you segment the audience?
- What would you ask the focus groups?
- What might these focus groups reveal, that is new information?
- How would the gathered data influence your planning/future initiatives?
- What would you measure as outcomes of any initiatives?

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Facilitator role

- Respect the answers they give
- Correct inaccurate answers
- Encourage new ways of thinking
- Ensure application of theory
- Focus on understanding 'the consumer'



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References

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